premier
MARKETING GROUP

a member of the PROforma network

presents

premier
R E M I N D E R

Professional Appointment Reminder System

Are missed appointments an issue in your clinic?
How are clients reminded of their appointments?
Are you happy with those results?
Would you be interested in another way?
If you would be interested in decreasing the number of misses,
what percent would be the goal?

*Dramatically cut the cost of appointment reminders

*Increase the amount of time your staff spends on actual care

*Fewer no-shows

* No more postcards or letters

Text Messaging
The most powerful and efficient mobile messaging service today is SMS. Short Message Service (SMS) is the fastest growing mobile messaging service in the US since 2006. That is because SMS is a highly engaging and interactive medium allowing information to be exchanged through simple, short messages.

Our platform allows you to pre-schedule multiple appointment reminders at one time. *Schedule it and forget it!* Use technology to increase your efficiency and bottom line. Call today for more information.

6 Rockwood Drive   Manchester, ME 04351   www.pmginc.biz
Rick Dosedlo   rickyd@pmginc.biz

1-800-427-6767

Premier
MARKETING GROUP
a member of the PROforma network

presents

Premier
REMINDER
Professional Appointment Reminder System

Monthly Fee…………………….
Simple Programming & Set Up
Hosting & Training
Includes 1000 Text Messages
Additional Messages:
    1001 – 2500………….
    2501 – 5000…………
    5001+ ………………..

Also available:
    Phone Call Reminders
    Email Reminders

Create a *Custom Bundle* that meets your needs.

6 Rockwood Drive   Manchester, ME 04351   www.pmginc.biz
Rick Dosedlo   rickyd@pmginc.biz
1-800-427-6767

WIC Client Frequently Asked Questions

Are there any charges for receiving Text Message Appointment Reminders?
Yes, Standard Text Messaging and other charges may apply per your service plan. Please check with your wireless carrier regarding the cost of sending and receiving text messages from your mobile phone.

Which wireless carriers support the reminders?
Alltel, AT&T, Boost, Cellular One, Centennial, Dobson, immix, NEXTEL, Sprint, T---Mobile, US Cellular, Verizon, Virgin Mobile and over a dozen additional second and third---tier networks.

How can I unsubscribe from the reminders?
You may unsubscribe at any time by sending STOP or "STOP keyword" to the short code. EXAMPLE: Text the words "STOP" to 79274 to opt---out and stop all future messages from the service. If you sign up again, you will receive additional messages. to remove yourself from all campaigns, Text STOP ALL to the short code. You may also click here to complete the web form and opt---out.

Contact Manager Frequently Asked Questions

What is SMS?
SMS is Short Message Service – commonly referred to as a Text Message. In the US, the current limit is approximately 160 characters in length and can vary by device and carrier.

How do customers opt---in (signup)?
Customers can sign---up or opt---in to a campaign by signing up for them. It is important that you always GET PERMISSION. Failure to do so exposes your company to potential litigation from end users.

How do customers opt---out?
Any opt---in customer can unsubscribe or quit by replying with the words: QUIT, END or STOP. This allows the customer to end participation in various campaigns.

How is text messaging and mobile communication regulated?
The Mobile Marketing Association (MMA) is a self---regulating group with Participants from all major carriers who create and enforce Best Practices for Mobile Marketing. A current copy of these best practices can be found here. (http://mmaglobal.com/).

How many messages can I send at one time, is there a limit?
There is no limit to the number of messages you can send at one time. The platform can send single messages to tens of thousands in seconds.

Can I upload my own list of phone numbers?
The MMA (The Mobile Marketing Association) in conjunction with the carriers has established strict guidelines regarding permission---based SMS marketing. In order to send messages to the end user, that person must opt---in by either signing up with permission to receive text messages, by sending a text message from their mobile phone to opt---in or submitting their mobile phone number to web---widget (online signup) and confirming that their interest in participating in the program. For customers who opt---in, the Contact Manager allows the users to upload a list of users to send messages.

How do I send out Blasts, Alerts & Notifications?
By sending a Blast to a group of opt---in users, you select a user or users and create a message. That message can then be sent out immediately or at a scheduled date and time.

How do I upload a list of customers?
There is a feature called "upload .csv" within the Contact Manager.
Click on it, browse to the file on your computer and upload the file. These new customers will then be available to send out messages. A CSV file can be created in EXCEL by Saving the file as a "comma---separated values" when exporting data from popular programs.

What is a group?
A group is a list of users added into the system to send out messages. A group can be assembled by taking individual customers and adding them into a group. It is best to communicate with customers the frequency of your messaging. Daily, weekly or monthly. This can be a simple message you include when they first opt---in. Ex. Receive up to 2msgs/week.

Can I send a text message to anyone I choose?
No. Text is an Opt---In medium. That means end users must agree to terms to receive text messages.

What type of information should I include in a message?
Often times, the more personal, the better. Specific information regarding an appointment or reminder is best like DATE, TIME and LOCATION. Health professionals must adhere to HIPPA guidelines.

Does HIPPA apply to text messages?
Yes. HIPAA (Health Insurance Portability and Accountability Act of 1996) guidelines protect the privacy of individuals. One major component to these guidelines is protecting the information of your customers.
IMPORTANT: Always keep in mind that the "privacy of text messages" cannot be Guaranteed on a cell phone as someone else may often can view a preview or text messages on another's phone with relative ease. Caution must always be taken. Therefore, pay attention to the type of information sent in a test. It should never be used to communication information on procedures specialty doctor information, name of an office that gives away treatment or specialty, prescription, lab results, etc.